

STREAMLINED

HELLER FIXTURES



Modernize With

W. C. HELLER & CO.
Montpelier, Ohio
330 HUDSON STREET, NEW YORK, N. Y.

Heller Equipment



Modern merchandising demands modern business tactics. Heller's modern display equipment is the first essential to improved selling. Goods attractively displayed impart a desire on the part of the customer to buy. A most compelling display can be made with Hellers Round Front Table No. 3881. This unit is ideal for a variety of display uses, and lends itself ideally to placement in all parts of your store. Regardless of where you place it, its beauty of design—color and finish attracts attention. Inside top of table enameled ivory—nile green or buff. Black baseboard. The balance of table is beautifully finished in antique flat oak. The wood is properly filled and varnished. Any special finish can be had.

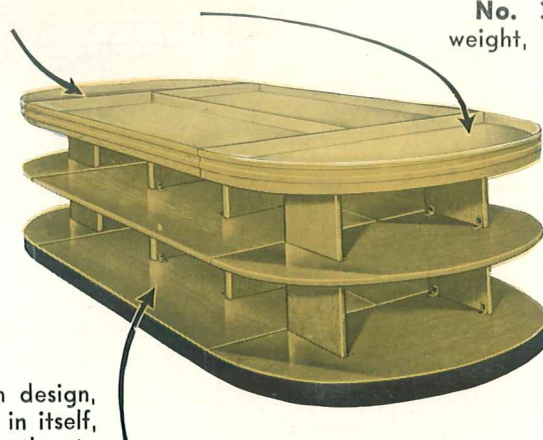
No. 3881 1/2—Round Front 61 1/2 in. long—30 3/4 in. deep—34 7/8 in. high—weight, 180 lbs.

No. 3881—Round Front 84 in. long—30 3/4 in. deep—34 7/8 in. high—weight, 200 lbs.

This beautiful battery is made up of two round front No. 3881 1/2 end tables and two No. 3880 side tables. This combination unit No. 3872 as illustrated occupies 61 1/2 in. wide, 12 ft. 1 1/2 in. long floor space. Ideal for long items, sporting goods, housewares, etc.

No. 3872 Island as illustrated, weight, 760 lbs.

So versatile are Heller's tables that many unusual and attractive settings and groupings can be made. Actual tests have proven these tables sell more, increasing turnover.



This impressive shelf table, square in design, is extremely popular. A complete unit in itself, several of these tables may be used together to effect a more extensive and forceful display. This table will sell more merchandise by making possible more effective display. The merchandise on display takes on an air of increased beauty and quality. The tables themselves impart an air of distinction to a store, attracting customers—compelling sales. Ideal for displaying many types of merchandise such as toys—work clothing—house furnishing—sporting goods—etc. May be used as an aisle table. Hand-somely finished with ivory—nile green or buff enameled top. Black baseboard. Balance of table filled and varnished antique flat oak unless otherwise specified.

No. 3880 1/2—Square Front Table—61 1/2 in. long—30 3/4 in. deep—34 7/8 in. high—weight, 190 lbs.

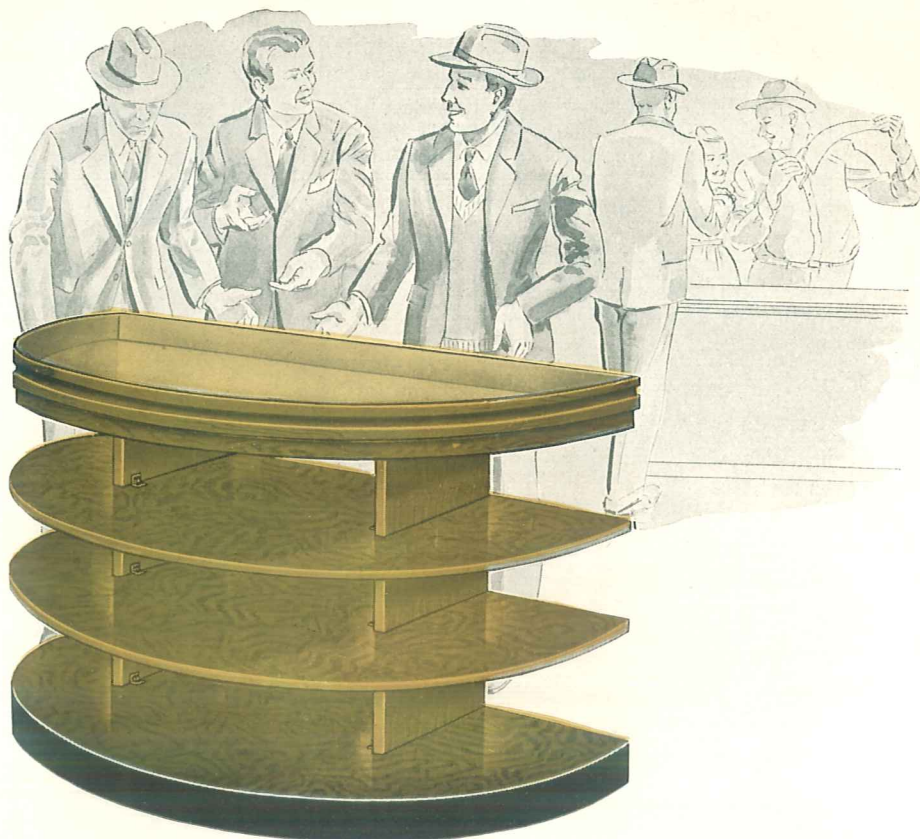
No. 3880—Square Front Table—84 in. long, 30 3/4 in. deep—34 7/8 in. high—weight, 210 lbs.



Beautifully designed for modern store display, enriched with striking color treatment and faithfully fashioned by Heller master-craftsmen, this number enables you to create compelling displays—displays that really move merchandise. For 50 years the name Heller has stood for quality store fixtures. Here is beauty—smartly styled—modern. Here is value way out in front. The adaptations to which this unit lends itself are unlimited. Use it for paints, house furnishings or sporting goods. Top furnished in either ivory—nile green—or buff enamel. Black baseboard. Balance filled and varnished antique flat oak unless otherwise specified.

No. 3886 1/2—Round Front, 61 1/2 in. long—30 3/4 in. deep—34 7/8 in. high—weight, 170 lbs.

No. 3886—Round Front, 84 in. long—30 3/4 in. deep—34 7/8 in. high—weight, 190 lbs.



This handsome modern unit used either by itself or in connection with No. 3886 has been approved by leading dealers as a perfect display table. The perfection of detail and correctness of proportion achieved by our experience and expert workmanship, make this table the perfect silent salesman. Profit by the extra sales stimuli this unit will give. Profit by the extra beauty it imparts to your store. Enjoy the advantages derived from equipment that increases the attractiveness of merchandise. This side table is just right for gallon cans of paint, also for numerous other types of goods. The top is furnished in either ivory—nile green—or buff enamel. Black baseboard. Balance of table filled and varnished antique flat oak unless otherwise specified.

No. 3882 1/2—Square Front—61 1/2 in. long—30 3/4 in. deep—34 7/8 in. high—weight, 180 lbs.

No. 3882—Square Front—84 in. long—30 3/4 in. deep—34 7/8 in. high—weight, 200 lbs.

Ideas—Again Heller forecasts the trends in new tables for display and storage that are smarter and more helpful than ever. Install it and immediately the merchandise becomes vibrant, sparkles with new, dramatic effect. It is a positive way to increased sales.

The table tops for display with glass compartments or terraced insets—the lower part inclosed by sliding wood panel doors is for surplus stock. Use it singly or in pairs back to back. Black baseboard. Filled and varnished antique black oak finish unless otherwise specified. Inside table tops enameled ivory—nile green—or buff.

No. 3883 1/2—Square Front—61 1/2 in. long—30 3/4 in. deep—34 7/8 in. high—weight, 240 lbs.

No. 3883—Square Front—84 in. long—30 3/4 in. deep—34 7/8 in. high—weight, 280 lbs.

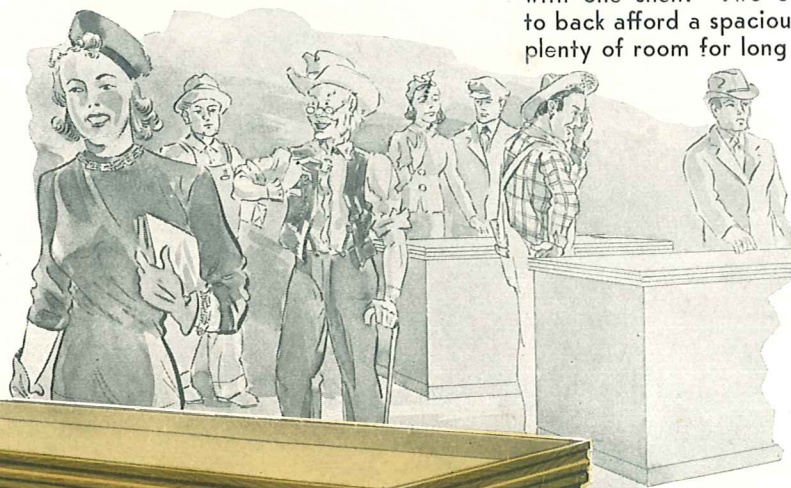


Heller Fixtures are easy to arrange. Each piece has character and simple lines. Easy to work around. Sturdily built for lasting satisfaction. Easy to look at. Styled to impart added beauty and quality to the merchandise. Sold on deferred payment plan.

This handsome table illustrated below solves display and storage problems. Beneath the trim smartness of the display top behind wood panel doors is a compartment for storage, equipped with one shelf. Two of these tables placed back to back afford a spacious storage compartment with plenty of room for long items. Fully filled and varnished antique flat oak finish. Black baseboard. Inside table top enameled ivory—nile green or buff. Other finishes available.

No. 3830 1/2-DP—Side Table—61 1/2 in. long—30 3/4 in. deep—34 7/8 in. high—weight, 260 lbs.

No. 3830-DP—Side Table—84 in. long—30 3/4 in. deep—34 7/8 in. high—weight, 300 lbs.

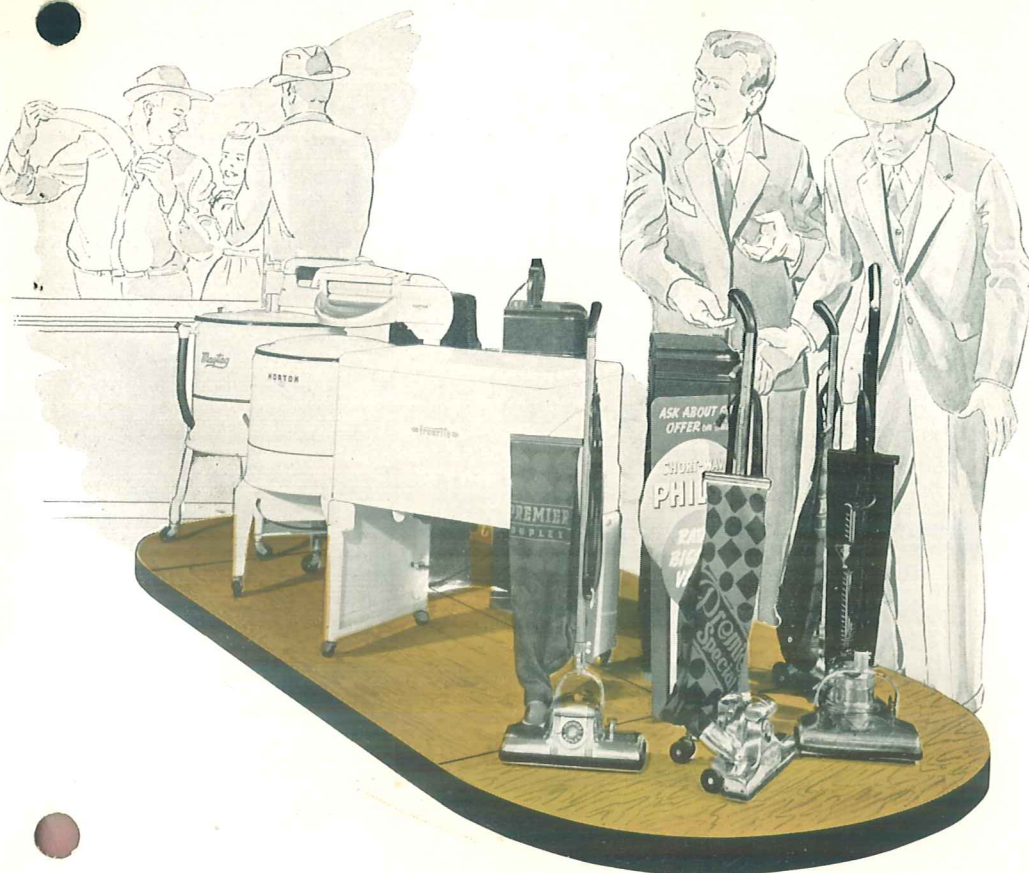


Tables same as No. 3830 described above except with permanent finished back permitting it to be used as an aisle table in the center of the store.

No. 3832 1/2-DP—Side Table—61 1/2 in. long—30 3/4 in. deep—34 7/8 in. high—weight, 280 lbs.

No. 3832-DP—Side Table—84 in. long—30 3/4 in. deep—34 7/8 in. high—weight, 330 lbs.





Platforms whose shape, color and added height give floor merchandise that extra eye appeal which attracts attention. Any store is infinitely more modern looking with these displays. Merchandise is protected from store traffic and yet the buyer can easily inspect whatever is on display. Experience has proven that goods displayed on a Heller platform moves faster than the same merchandise sitting on the floor. Strongly constructed to support the heaviest items. Black baseboard. Tops finished antique flat oak.

30 $\frac{3}{4}$ in. wide, either 61 $\frac{1}{2}$ in. or 84 in. long—31 $\frac{1}{2}$ in. high. Furnished square or round fronts. The island illustrated at left consists of:

2 No. 3892 $\frac{1}{2}$ —61 $\frac{1}{2}$ in. round front end platforms—weight, 60 lbs. each.

2 No. 3890—84 in. square front side platforms—weight, 100 lbs. each.

Should you call in a merchandising expert (one who isn't affiliated with any manufacturer) to set up your store and select its fixtures, he would insist that platforms are absolute essentials. They impart an air of distinction and quality to items placed on them and their uses are unlimited. Use them for radios, toys, washing machines, stoves, vacuum cleaners, or pyramid smaller pieces on them.

Illustrated at right is a Heller round island consisting of:

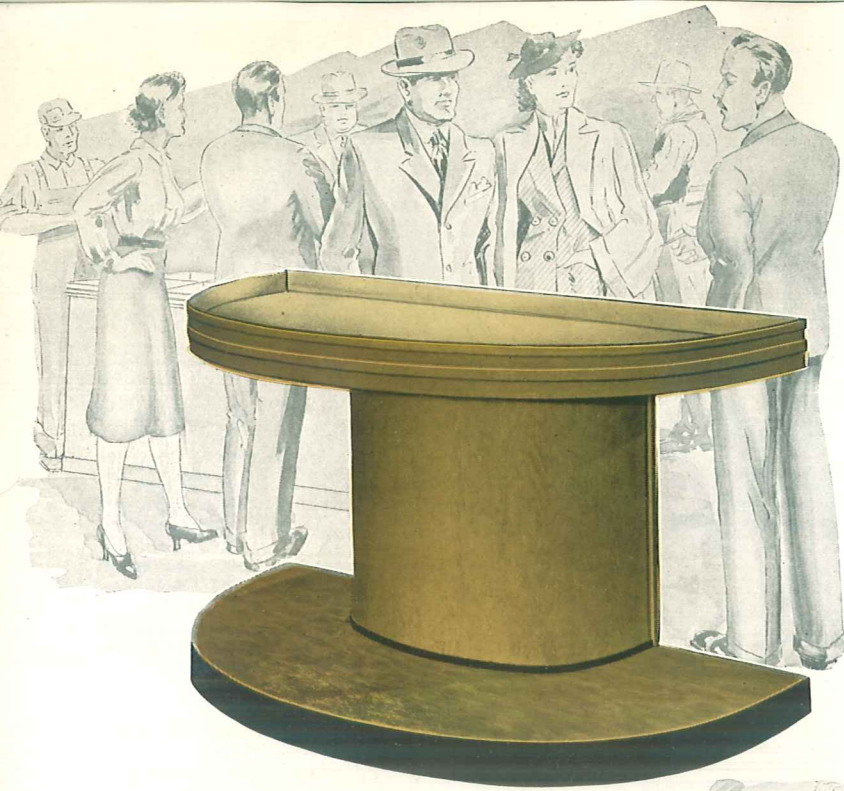
2 No. 3892 $\frac{1}{2}$ —61 $\frac{1}{2}$ in. round front end platforms—weight, 60 lbs. each.

Other platforms available:

No. 3890 $\frac{1}{2}$ —61 $\frac{1}{2}$ in. square front side platforms—weight, 80 lbs.

No. 3892—84 in. round front end platforms—weight, 90 lbs.





Round front tables are so versatile that they offer an almost unlimited scope for originality in decorative expression. Use them singly or in pairs. Round front tables are made in two lengths. Inside top enameled ivory—nile green or buff. Black baseboard. Balance filled and varnished antique flat oak unless otherwise specified.

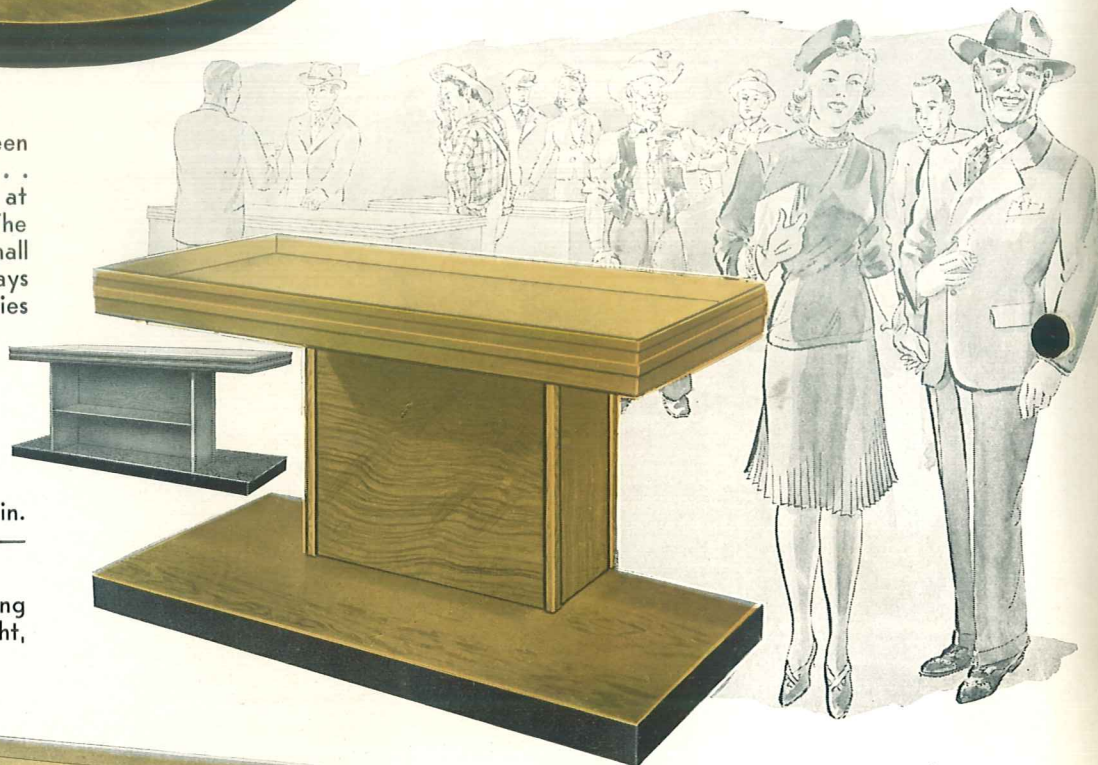
No. 3850 $\frac{1}{2}$ —Round Front, 61 $\frac{1}{2}$ in. long—30 $\frac{3}{4}$ in. wide—34 $\frac{7}{8}$ in. high—weight, 140 lbs.

No. 3850—Round Front, 84 in. long—30 $\frac{3}{4}$ in. wide—34 $\frac{7}{8}$ in. high—weight, 200 lbs.

The strongest eye appeal between your product and a purchaser is . . . Heller Display Equipment. Pictured at right is a most popular end table. The top can be used for numerous small items. The large base better displays bulky items. The shelf in rear carries reserve stock. Inside top is enameled ivory—nile green—or buff. Black baseboard. Balance filled and varnished antique flat oak, unless otherwise specified.

No. 3828 $\frac{1}{2}$ —Square Front, 61 $\frac{1}{2}$ in. long—30 $\frac{3}{4}$ in. wide—34 $\frac{7}{8}$ in. high—weight, 150 lbs.

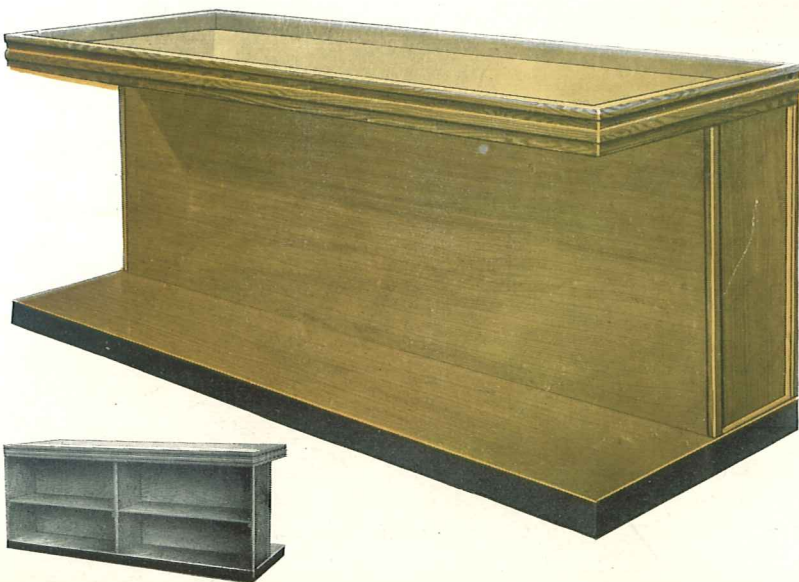
No. 3828—Square Front, 84 in. long—30 $\frac{3}{4}$ in. wide—34 $\frac{7}{8}$ in. high—weight, 190 lbs.



When necessary the spacious tops may be divided into numerous compartments by glass partitions or terraced insets. The large base affords generous space for the display of bulky merchandise. The back is fitted with shelving for storage. Inside top is enameled ivory—nile green—or buff. Black baseboard. Balance filled and varnished antique flat oak unless otherwise specified. Use these side tables with end tables No. 3828 when island or group settings are desired.

No. 3829 $\frac{1}{2}$ —Square Front, 61 $\frac{1}{2}$ in. long—30 $\frac{3}{4}$ in. wide—34 $\frac{7}{8}$ in. high—weight, 190 lbs.

No. 3829—Square Front, 84 in. long—30 $\frac{3}{4}$ in. wide—34 $\frac{7}{8}$ in. high—weight, 210 lbs.



It's not how much you spend, but how well you spend, that does the most to make an impressive store. Heller fixtures come in streamlined, completely assembled and finished units. Each unit has proven its unlimited ability to beautify—to produce sales—to produce profits. The end table illustrated at right permits foreful top display—shelf display and base display. Inside top enameled ivory—nile green or buff. Black baseboard. Balance filled and varnished antique flat oak, unless otherwise specified.

No. 3828 1/2-R—61 1/2 in. long—30 3/4 in. wide—34 7/8 in. high—weight, 150 lbs.

No. 3828-R—84 in. long—30 3/4 in. wide—34 7/8 in. high—weight, 190 lbs.



Extremely handsome in appearance and built of such fine materials with such superior craftsmanship that they serve and serve throughout the years. There is no better investment in permanent quality than Heller offers. This impressive side table is a companion unit to the attractive end table above. A wealth of display space facing the customer is attained by this particular unit. The top can be subdivided with glass partitions or terraced insets. The shelf is perfect for a variety of items while the base accommodates numerous bulky numbers.

Inside top enameled ivory, Nile green or buff. Black baseboard. Balance filled and varnished antique flat oak. Other finishes available.

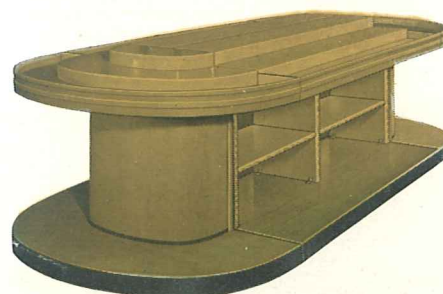
No. 3829 1/2-R—61 1/2 in. long—30 3/4 in. wide—34 7/8 in. high—weight, 190 lbs.

No. 3829-R—84 in. long—30 3/4 in. wide—34 7/8 in. high—weight, 210 lbs.

New and fascinating groupings can be arranged with Heller tables to produce strikingly effective results. Ask any dealer who has Heller equipment about this superiority—and then judge for yourself their excellent investment qualities.

This group consists of four tables and occupies a floor space of 61 1/2 in. by 12 ft. 1 1/2 in. long. The top forcefully displays your small merchandise. A stock of items is carried on the shelves behind whatever bulky merchandise is featured on the lower platform. The illustration shows the following tables:

- 2 Each of No. 3850 1/2—61 1/2 in. Round front End Tables.
- 2 Each of No. 3829-R—84 in. Square front Side Tables.
- 2 Each of No. 994—84 in. Side table Terraced Insets.
- 1 Each of No. 991-R 61 1/2 Round front Terraced Inset.



No. 3876 Island as illustrated, weight 850 lbs.

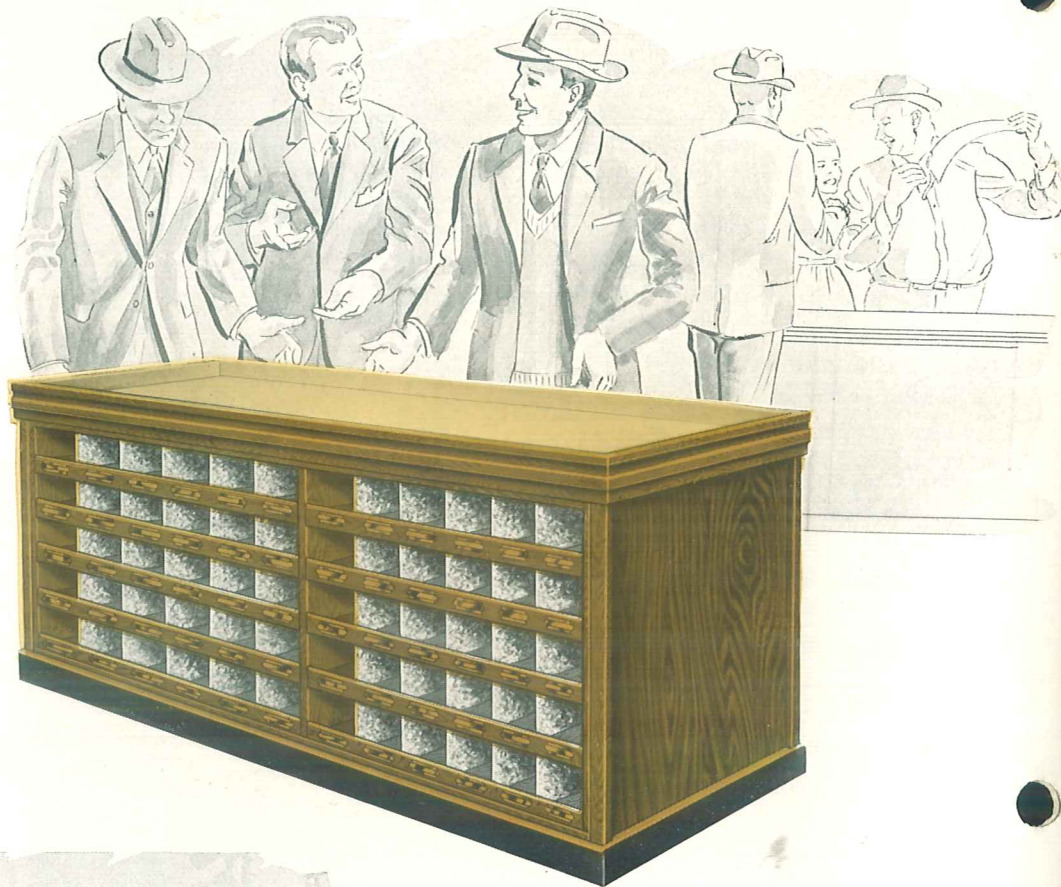
Heretofore very valuable wall space, space that would pay exceptional dividends if merchandise were displayed there, has been used for storage. Now with Heller drawer tables a bulk of items are properly stored at your finger tips. Keeping valuable wall space available to do a selling job. Now you may forget your worries about

multiple bin or drawer storage and display tables. Complete satisfaction is guaranteed with Heller Hardware tables. You may choose from four popular models. Old-time "hit or miss" methods of selecting are ended. Each table is designed to meet specific requirements.

New and finer design and construction characterize this table.

Realizing the value of your floor space, the utmost storage and display space has been utilized. This square front table has 60 open flat bottom bins for pipe fittings, strap and tee hinges, malleables, auto accessories, etc. By removing facing strip, galvanized steel partitions can be removed to form larger bins. Chrome card frames attached for indexing contents. This display top is enameled ivory—nile green—or buff. Black baseboard. Balance filled and varnished antique flat oak unless otherwise specified.

No. 3830-BS—Square Front, 84 in. long— $30\frac{3}{4}$ in. wide— $34\frac{7}{8}$ in. high—weight, 840 lbs.



Fresh in color and style is this table, offering the utmost in practicability and utility. 45 open flat bottom bins accommodate numerous items. By the removal of oak facing strips, galvanized steel partitions can be removed to form larger bins. Chrome card frames attached for indexing contents. They are new, smart, unusually attractive yet exceedingly practical. Spacious storage space, a beautiful display top. Terraced insets can be used.

No. 3830 1/2-BS—Square Front— $61\frac{1}{2}$ in. long— $30\frac{3}{4}$ in. wide— $34\frac{7}{8}$ in. high. Inside top enameled ivory—nile green or buff. Black baseboard. Balance filled and varnished antique flat oak unless otherwise specified. Weight, 610 lbs.

SPECIAL NOTE

In compliance with the U. S. Iron and Steel Conservation Order No. M-126, wood and metal boxes are discontinued for the duration.

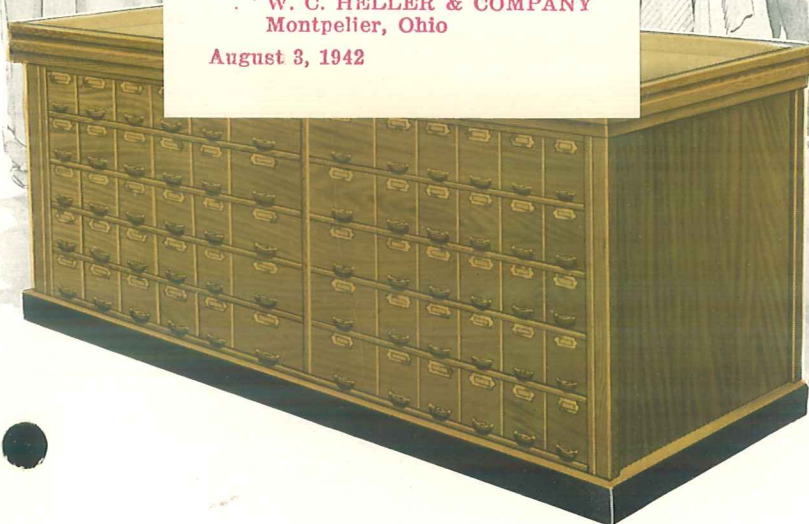
Very strongly made all wood boxes will be supplied for the duration.

If kits are specified and priced on the order, the insides of the all wood boxes will be grooved like the kit and cross pieces will be supplied.

The price of this item will be the price of the box plus the kit, otherwise the insides of the boxes will not be scored for cross divisions.

W. C. HELLER & COMPANY
Montpelier, Ohio

August 3, 1942



Make your storage of small pieces easier with this closed drawer storage and display table. Each drawer carries chrome card frame and pull for easy accessibility. This table is so sturdy that it will retain its beauty even after years of service, because underneath its beautiful surface is structural sturdiness of the highest order. This square front table is fitted with 60 oak front metal drawers each equipped with chrome pull and card frame.

50 drawers—6 in. wide—4½ in. high—24 in. long.

10 drawers—9-3/16 in. wide—4½ in. high—24 in. long.

These drawers will accommodate such articles as bolts, plumbing supplies, auto accessories—hardware and electrical supplies.

No. 3830-DS—Square Front, 84 in. long—30¾ in. wide—34⅞ in. high. Inside top enameled ivory—nile green or buff. Black baseboard. Balance filled and varnished antique flat oak unless otherwise specified. Weight, 475 lbs.

Heller closed drawer table cabinets give permanent protection against dust, tamperage, moisture, etc., to stock stored in them. The stock is always clean and new. These tables add greatly to the appearance of your merchandise and they'll make you money year after year. Designed for bolts, plumbing supplies, auto accessories, etc.

This new Heller table is fitted with 45 oak front metal drawers each equipped with chrome pull and card frame.

40 drawers—6 in. wide—4½ in. high—24 in. long.

5 drawers—8⅜ in. wide—4½ in. high—24 in. long.

Inside top enameled ivory—nile green or buff. Black baseboard. Balance filled and varnished antique flat oak, unless otherwise specified. Weight, 435 lbs.

No. 3830½-DS—Square Front, 61½ in. long—30¾ in. wide—34⅞ in. high.

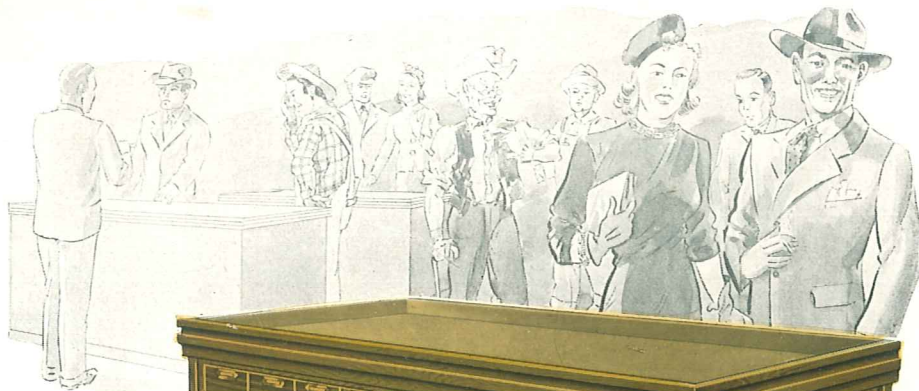
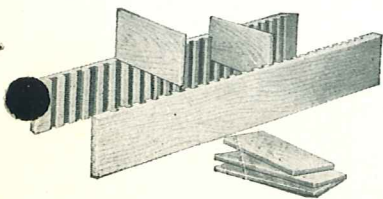
COMPARTMENT KITS

Kits consisting of 2 sides and 3 cross pieces, to subdivide drawers into several compartments are essential to merchandising. Order at least a few.

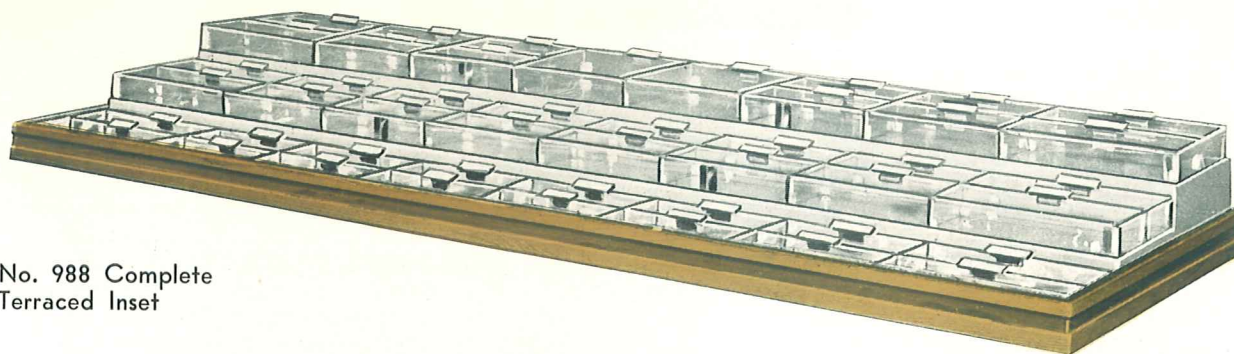
No. 1DSK—Kit for 6 x 4½ x 24 drawer.

No. 2DSK—Kit for 9-3/16 x 4½ x 24 drawer.

No. 3DSK—Kit for 8⅜ x 4½ x 24 drawer.



SIDE TABLE INSET



No. 988 Complete
Terraced Inset

Keep your tables looking trim and smart by using terraced insets. They enable you to utilize every inch of top table space. You can display more and a greater variety of merchandise. These insets keep goods separate. They end muss and disarrangement of items. They let you see at a glance when numbers are sold out, permitting you to keep your layout completely stocked. Terraced insets for tables enable you to make a more forceful beautiful merchandise display. The step-up feature raises items at rear of table, better displaying them, increasing their eye appeal and results in increased sales.

This inset is for tables $29\frac{1}{2} \times 82\frac{3}{8}$ in. inside the rub rail. Made in two-step style, using the bed of table as front step, gives three display heights for merchandise. Height of display is $5\frac{1}{2}$ in. or $3\frac{3}{8}$ in. above the rub rail. When used with 2 in. glass they extend $5\frac{1}{2}$ in. above the band of the table. These insets when placed back to back fit close without a gap between. Finish: Ivory—

nile green—or buff enamel. Specify color preferred. Ivory supplied unless otherwise specified. Table top not included.

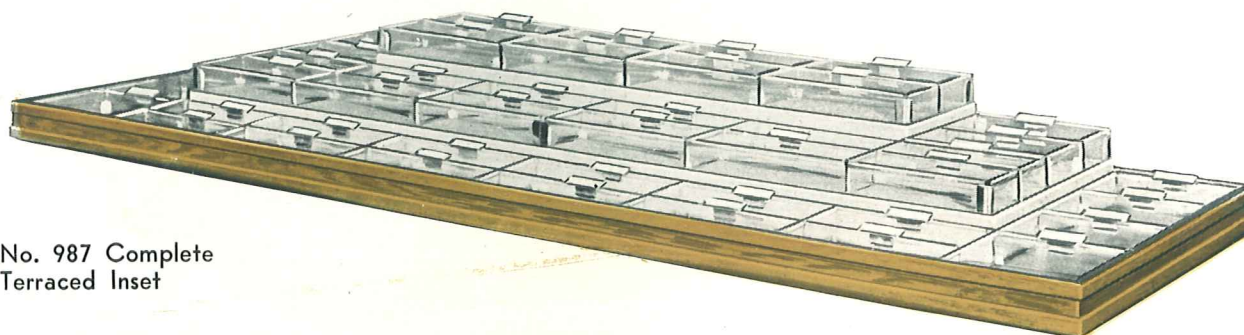
No. 988—Heller Terrace Inset for side tables 84 in. long. Includes terrace inset, bulb edge glass, glass holders and card holders to form 46 compartments. These compartments are parallel with the front of the table. 897F corners and 898F center splicers are used to permit quick rearrangement of compartments. Weight, 95 lbs.

No. 994—Heller Terraced Inset only, for side tables 84 in. long without glass or hardware. Weight, 60 lbs.

No. 985—Terraced inset. Same as No. 994 except for table $61\frac{1}{2}$ in. long square front table.

No. 984—Complete inset. Same as No. 988 except for $61\frac{1}{2}$ in. long square front table. 34 compartments.

84 in. HEADER INSET



No. 987 Complete
Terraced Inset

Real eye catchers are tables "terraced inset" equipped. They "pop up" the merchandise. They give it delightful new character. Heller table insets have won national reputation on sheer performance, because they make goods sell faster—they beautify your store—they always look new—and they give years of useful service. Heller insets are the finest you can secure, yet priced exceptionally low. Table top not included.

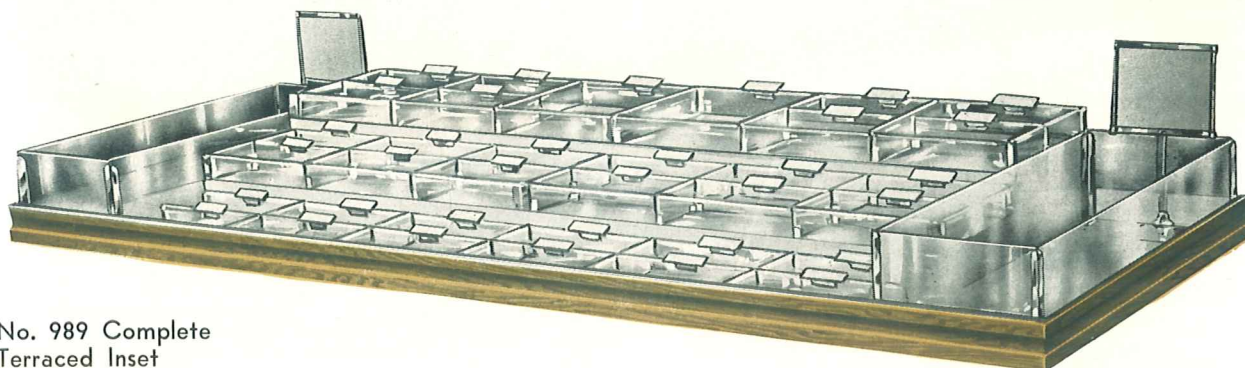
No. 987 Heller Terraced Inset of the step-up set back formation is the same as No. 999 but is complete with

bulb edge glass, glass holders and card holders to form 44 compartments. Weight, 95 lbs.

No. 999 Heller Terraced Inset only is of the step-up set back formation, in other respects like the No. 994 above. It is for bulky items. Glass compartments not included. Weight, 60 lbs.

No. 999-R Heller Round Front Terraced Inset has rounded front designed for use on 84 in. long round front tables, but may be used on any table 84 in. long. In other respects like the No. 999. Not supplied with glass compartments. Weight, 40 lbs.

INSET WITH FEATURE BINS



No. 989 Complete
 Terraced Inset

Even if you spent \$500.00, what more could you buy in table top divisions? Here's beauty—here's utility—here's quality—here's perfect arrangement.

From the smallest item to those requiring a bin—they're all provided for. Sales go up when Heller Insets take over the tops of your tables. This equipment attracts customers, and enables you to handle business in less time, at greater profit.

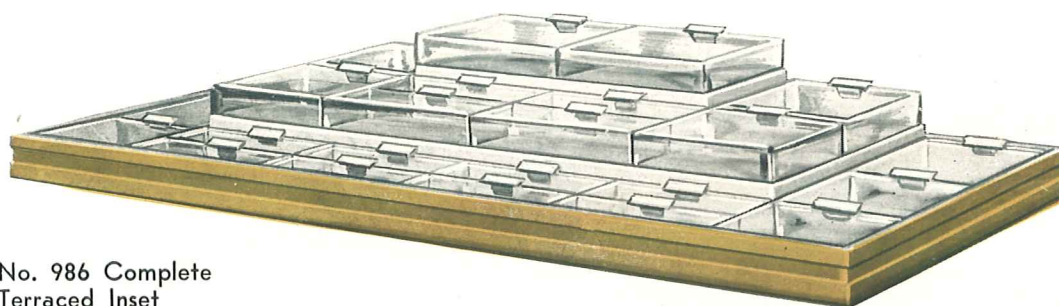
Unique arrangement, commodious compartments in this indispensable display properly exhibit all articles. Fits any table $29\frac{1}{2} \times 82\frac{3}{8}$ in. inside the band. Note the

two end bins, 29×10 in., 6 in. high, securely supported by chrome channel corners. Two No. 5070— $5\frac{1}{2} \times 7$ in. card holders are included. Center section of 34 compartments is made with two step enameled terrace inset and 2 in. high bulb edge glass; glass holders, and card holders. Table top not included.

No. 989 complete for 84 in. long square front table. Weight, 90 lbs.

No. 996 complete for $61\frac{1}{2}$ in. long square front table. 28 compartments on center inset, otherwise the same as No. 989. Weight, 75 lbs.

$61\frac{1}{2}$ in. HEADER INSET



No. 986 Complete
 Terraced Inset

Your favorite Terrace displays can be rapidly made with Heller insets. Aside from their new-day beauty and luxury, they are matchless protection to merchandise, they are solidly constructed. Heller's method holds glass securely. These insets give your merchandise added sales value. A wide variety of articles can be featured in infinitely more effective display. Today the world is on the move, old methods are being changed. If you use table tops in your store you seriously need Heller insets—the kind that will hit on all cylinders when it comes to making sales. Properly equip your tables now. A great reward awaits you. Table top not included.

No. 986 Heller Terraced Inset is for square front tables $61\frac{1}{2}$ in. long. It is complete with terraced inset, bulb edge glass, glass holder and card holders to form 24 compartments. Weight, 80 lbs.

No. 991 Heller Terraced Inset only is for square front header tables, $61\frac{1}{2}$ in. long. Other than mere length, description of the No. 999 will apply. Weight, 40 lbs.

No. 991-R Heller Round Front Terraced Inset, has a round front designed for round front tables $61\frac{1}{2}$ in. long. Not supplied with glass compartments. Otherwise similar to No. 991. Weight, 30 lbs.



HELLER AISLE DISPLAY TABLE

A well braced table with solid oak rub rail. Designed for long or bulky items of which every store has many.

Top is designed for glass compartments and measures $29\frac{1}{2}$ x $82\frac{3}{8}$ in. inside the oak rub rail which is $2\frac{1}{8}$ in. deep. Shipped K. D.

No. 30-A Table. Weight 190 lbs.

All tables on this page are $30\frac{3}{4}$ in. wide, $34\frac{7}{8}$ in. high. Varnished antique flat oak unless otherwise specified.

ASSOCIATION STYLE TABLE

A strong durable table with center vertical partition. Front is intended for display and sale of Oil Heaters, Ice Cream Freezers, Mop Pails, Buckets and Waste Paper Baskets. The rear supplied with one shelf for surplus merchandise.

Top is designed for glass compartments and measures $29\frac{1}{2}$ x $82\frac{3}{8}$ in. inside the oak rub rail which is $2\frac{1}{8}$ in. deep. Shipped K. D.

No. 30 Table. Weight, 190 lbs.



Rear View No. 30



HELLER DISPLAY TABLE WITH EXTENDED TOP

This type table designed especially for Hardware, seed and auto accessory stores. Customarily used as separate unit for bargain and close out items. Overhanging top: provides toe room at floor line and enables customer to stand close while making purchase. One removable shelf.

Top is designed for glass compartments and measures $29\frac{1}{2}$ x $82\frac{3}{8}$ in. inside the oak rub rail which is $2\frac{1}{8}$ in. deep. Shipped K. D.

No. 873-O Table, without compartments. Weight, 160 lbs.

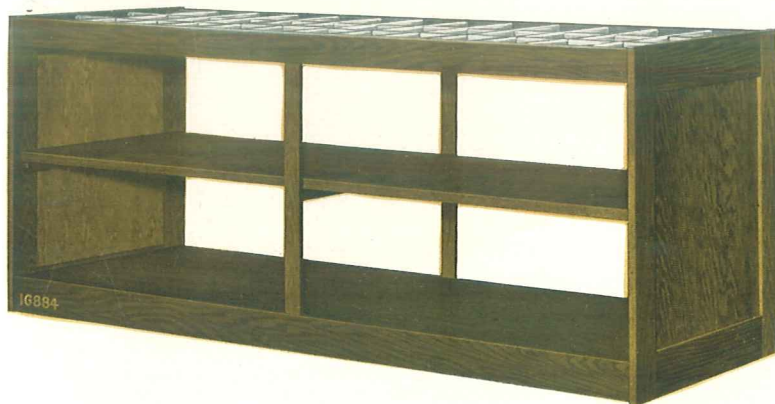
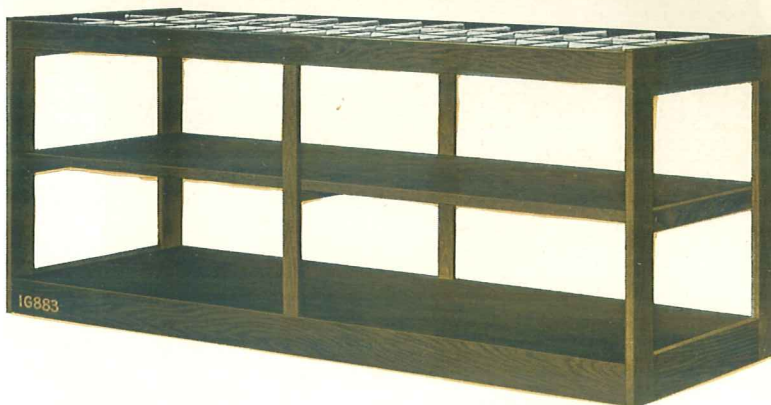
**HELLER DISPLAY TABLE,
OPEN ENDS, FRONT AND REAR**

DIMENSIONS: All Heller Display Tables on this page 84 $\frac{5}{8}$ in. long, 30 $\frac{5}{8}$ in. wide, 34 $\frac{1}{2}$ in. high. Top 2 x 28 $\frac{7}{8}$ x 82 $\frac{7}{8}$, inside the Finished Oak Band. Shipped K.D.

CONSTRUCTION: Open front, rear and ends. Outside exposure of well seasoned Oak. Top of 3-ply Fir with Oak Band. Bottom of 3-ply Fir with Oak Base. Removable and Adjustable Shelf of 3-ply Fir, faced with Oak.

FINISH: All Display tables finished regularly in Heller Antique Flat Oak Varnish. Samples sent upon request.

No. 883 Heller Display Table, without Bulb Edge Glass Compartments. Shipping weight, 150 lbs.



**HELLER DISPLAY TABLE WITH
PANELED ENDS**

This is the same as the Display Table illustrated and described above except furnished with Paneled Ends.

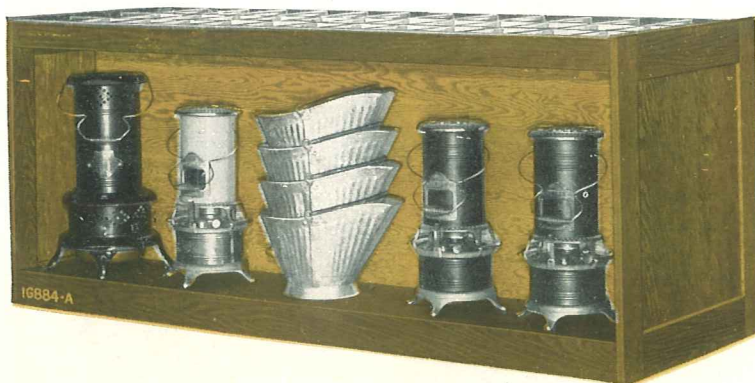
No. 884 Heller Display Table, without Bulb Edge Glass Compartments. Shipping weight, 160 lbs.

HELLER TABLE WITH DISPLAY FRONT

This is the same as the Display Tables illustrated and described above except with a center vertical partition and 1 shelf in the rear.

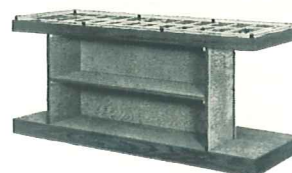
No. 884-A Heller Display Table, without Bulb Edge Glass Compartments. Shipping weight 180 lbs.

WRAPPING TABLES. Solid Oak Wrapping Counter Top for any 7 ft. Heller Display Table will be furnished at an additional cost. See price list.





No. 28 End Table with No. 1GR Bulb Edge Glass compartment assortment on top.



Rear View End Table

END TABLE

DIMENSIONS: Heller "Duplex" Tables are 84 in. long, 30³/₄ in. wide, 34⁷/₈ in. high. Top 2¹/₈ in. deep, inside the Finished Oak Band.

CONSTRUCTION: Outside exposure of well seasoned Oak. Open Display Front. Top of 5-ply Fir with Oak Band. Pedestal of 3-ply Fir, with closed ends. Bottom of 3-ply with Oak Base. Rear open, with one removable shelf, 14¹/₈ in. wide.

FINISH: Furnished regularly in Heller Antique (Medium) Flat Oak finish. Samples sent upon request.

GLASS COMPARTMENTS: Furnished with or without Bulb Edge Glass Compartments, as desired.

No. 28 Heller "Duplex" End Table, without Bulb Edge Glass Compartments. Shipping weight, 180 lbs.

No. 28-R Table same as No. 28 except that front panel is placed at rear and the inside finished to match outside. Shipping weight 180 lbs.

SIDE TABLE

This is the same as the No. 28 "Duplex" Table illustrated and described on the left, except designed for use as a "side" unit when tables are arranged in groups or islands.

No. 29 Heller "Duplex" Side Table, without Bulb Edge Glass Compartments. Shipping weight, 190 lbs.

No. 29-R same as No. 29 except the front panel is placed at rear and the inside finished to match outside. Shipping weight, 190 lbs.

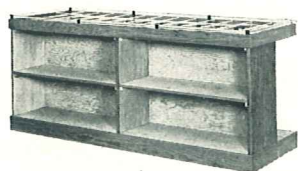
61¹/₂ IN. LONG TABLES

No. 28¹/₂. Same as No. 28 End Table, except 61¹/₂ in. long.

No. 28¹/₂-R. Same as No. 28-R End Table, except 61¹/₂ in. long.

No. 29¹/₂. Same as No. 29 Side Table, except 61¹/₂ in. long.

No. 29¹/₂-R. Same as No. 29-R Side Table, except 61¹/₂ in. long.



Rear View Side Table

No. 29 Side Table with No. 1GR Bulb Edge Glass compartment assortment on top.

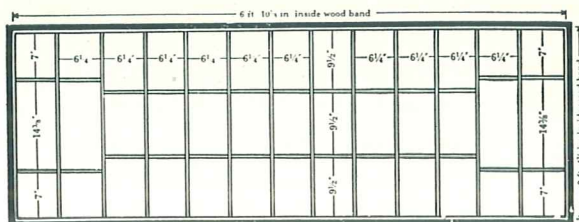


BULB EDGE GLASS COMPARTMENTS and HARDWARE for HELLER DISPLAY TABLES

Heller Display Tables with Glass Compartments are priced and furnished regularly with 39 or 56 Bulb Edge Glass Compartments, WITH or WITHOUT Glass Rub Rails as desired. Glass Compartments 2 in. deep. Glass Rub Rails 3 in. high. (No price card holders included in prices.)

The outside Glass Rub Rails and the long and short glass dividers or partitions are of clear transparent Bulb Edge Glass, the top edge being bulb or pear shape, cut to exact size to fit tables.

All assortments listed below are supplied to fit tables with an inside band measurement of 29½ in. x 82¾ in. unless otherwise specified. If similar assortments are desired for tables with measurements different than above it is imperative that measurements be supplied. Assortments for larger tables will be slightly higher in price.

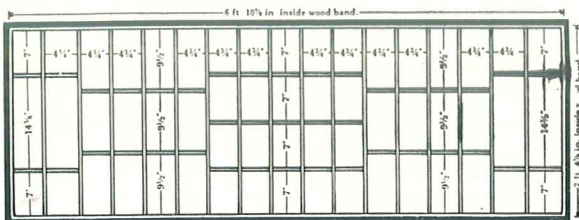


39 Bulb Edge Glass Compartments

WITH and WITHOUT Glass Rub Rails, as follows:
8 Compartments 6¼ in. x 7 in. 4 Compartments 6¼ in. x 14⅛ in.
27 Compartments 6¼ in. x 9½ in.

No. 1G Bulb Edge Glass Compartments, (39 Compartments) as illustrated, with Style A Hardware, WITHOUT Glass Rub Rails. Weight 30 lbs.

No. 1GR Bulb Edge Glass Compartments, (39 Compartments) as illustrated, with Style B Hardware, WITH Glass Rub Rails. Weight 35 lbs.



56 Bulb Edge Glass Compartments

WITH or WITHOUT Glass Rub Rails, as follows:
8 Compartments 4¾ in. x 7 in. 24 Compartments 4¾ in. x 9½ in.
4 Compartments 4¾ in. x 14⅛ in. 20 Compartments 4¾ in. x 7 in.

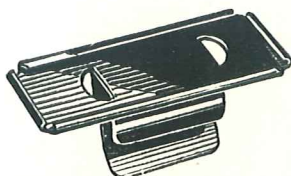
No. 2G Bulb Edge Glass Compartments (56 Compartments), as illustrated, with Style A Hardware, WITHOUT Glass Rub Rails. Weight 35 lbs.

No. 2GR Bulb Edge Glass Compartments (56 Compartments), as illustrated, with Style B Hardware, WITH Glass Rub Rails. Weight 40 lbs.

PRICE CARD HOLDERS

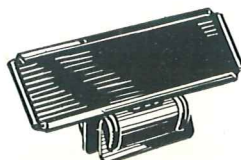
The wide range of styles and sizes illustrated below has been designed especially for use on Heller Display Tables with Bulb Edge Glass Compartments. Furnished in Silver-tone (Cadmium) Finish, a new Satin, Silver-like finish that will not rust or tarnish.

Price Card Holders are not included in the price of Display Tables or Compartments for the reason there are several styles to select from at various prices. Always include a liberal quantity of Price Card Holders and Price Cards with your order for Display Tables.

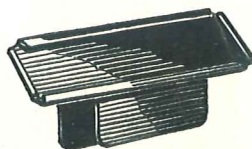


No. 400 Price Card Holders, as illustrated above, for price cards 7/8 x 2 7/8 in.

No. 500 Price Card Holders, same as above except for price cards 2 1/4 x 2 7/8 in.

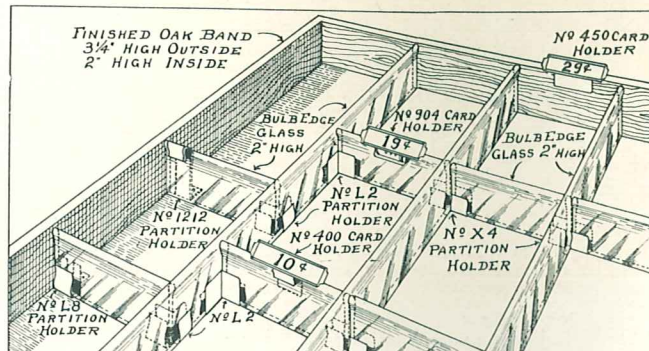


No. 904 Spring Clip Price Card Holders, as illustrated above, for price cards 7/8 x 2 7/8 in.

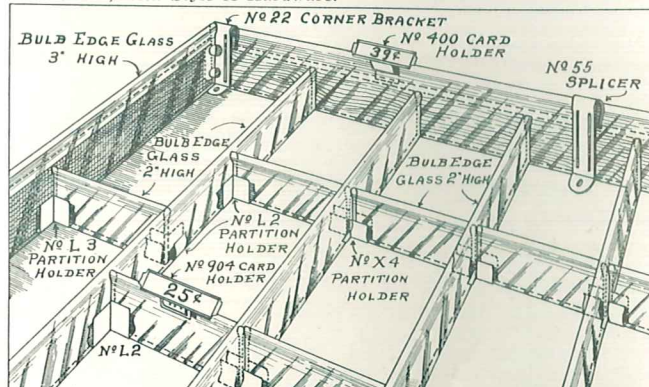


No. 450 Price Card Holders, as illustrated, for 5/8 in. wood table rails for 7/8 x 2 7/8 in. Price Cards.

No. 460 Price Card Holders, as illustrated, for 5/8 in. wood table rails for 7/8 x 2 7/8 in. Price Cards.



Silver-tone (Cadmium) Finished Hardware
Heller style A and Style B Hardware are furnished in Silver-tone (Cadmium) Finish. This new silver-like finish will not rust or tarnish.
Glass Compartments and Hardware, WITHOUT Glass Rub Rails
Illustration showing Bulb Edge Glass Compartments WITHOUT Glass Rub Rails, with Style A Hardware.



Glass Compartments and Hardware, WITH Glass Rub Rails
Illustration showing Bulb Edge Glass Compartments WITH Glass Rub Rails and Style B Hardware.

STYLE A HARDWARE FOR GLASS COMPARTMENTS — WITHOUT GLASS RUB RAILS

Heller Bulb Edge Glass Compartments, WITHOUT Glass Rub Rails are furnished with the necessary No. L2 Partition Holders (Style A Hardware), illustrated below, for assembling and holding the glass on tables, ready for use. No. 1212 for 2 in. glass.



No. L8
Partition
Holder



No. L2
Partition
Holder



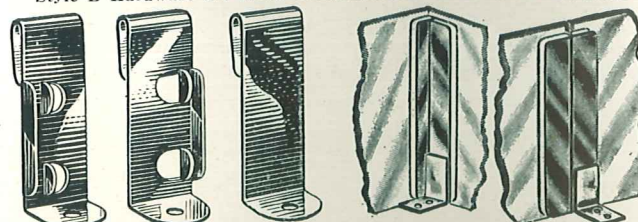
No. X4
Partition
Holder



No. 1212
Partition
Holder

These specially designed Partition Holders (Style A Hardware) rest on the top of table and hold the Bulb Edge Glass firmly in place. Bulb Edge Glass Compartments fitted with Style A Hardware permit the size of all compartments being readily changed to suit the merchandise to be displayed.

Style B Hardware for Glass Compartments WITH Glass Rub Rails



No. 22 Left **No. 33** Right **No. 55** **No. 897-F** **No. 898-F**
Corner Corner End Corner End
Bracket Bracket Splicer Bracket Splicer

Nos. 22, 33 and 55 are for 3 in. high glass rub rails. Nos. 897-F and 898-F are 1 1/2 in. high for 2 or 3 in. high glass rub rails. The Corner Brackets and End Splicers, fastened to top of table with screws, hold the outside Glass Rub Rails rigidly in place. The Partition Holders rest on the top of table and hold the long and short Partitions firmly in place, without the use of screws. This Style B Hardware permits all short glass dividers or partitions being readily moved or adjusted and the size and shape of all compartments changed, to accommodate the merchandise to be displayed.

HELLER "INDEX" PRICE CARD ASSORTMENT



Regardless of how attractively your merchandise may be arranged, the display is not complete, nor will your merchandising efforts be a success, unless the merchandise is priced in plain figures.

In arranging display tables with glass or wood compartments, each and every compartment should bear its own, individual Price Card.

The display of merchandise is more interesting. More sales are made and customers will wait upon themselves with more satisfaction. Merchandise attractively priced is doubly effective.

Heller Price Cards are printed in black, bold face type, on Rich Orange colored Cards—an attractive color combination—and furnished in assortments, each assortment packed in a box or carton ready for use as illustrated.

Heller Price Card Assortment contains 1365 Price Cards (size $\frac{7}{8}$ in. x $2\frac{7}{8}$ in.), numerically indexed as follows:

2 for 15¢
15 Cents
29 Cents
60 Cents
89 Cents
\$1.75

Illustration of price cards, about $\frac{1}{2}$ actual size, showing style of type. (Price cards $\frac{7}{8}$ in. by $2\frac{7}{8}$ in.)

50 Cards\$.05	20 Cards\$.01
50 "\$.09	20 "\$.02
50 "\$.10	20 "\$.03
50 "\$.15	20 "\$.04
50 "\$.20	20 "\$.05
50 "\$.25	20 "\$.06
50 Blank Cards	20 "\$.07
40 Cards\$.07	20 "\$.08
40 "\$.19	20 "\$.09
40 "\$.23	20 "\$.10
40 "\$.29	20 "\$.11
40 "\$.30	20 "\$.12
40 "\$.35	20 "\$.13
40 "\$.39	20 "\$.14
40 "\$.40	20 "\$.15
40 "\$.45	20 "\$.16
40 "\$.50	20 "\$.17
25 Cards\$.60	20 "\$.18
25 "\$.65	20 "\$.19
25 "\$.70	20 "\$.20
25 "\$.75	20 "\$.21
25 "\$.80	20 "\$.22
25 "\$.85	20 "\$.23
25 "\$.90	20 "\$.24
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	20 "\$ 2.49
	20 "\$ 2.50

Assortment also contains 180 Gummed Numerals, as follows:

15 Numerals—1
15 " —2
15 " —3
15 " —4
15 " —5
15 " —6
15 " —7
15 " —8
15 " —9
30 " —0

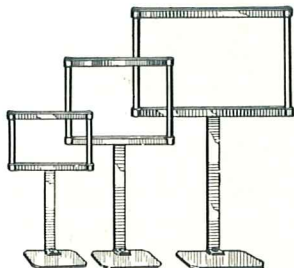
Additional Odd, or Special Prices are readily made with the Gummed Numerals furnished with each Assortment.

Total 1365 Price Cards

No. 6194 Heller Price Card Assortment, packed in strong cardboard, imitation cloth-covered box with numerical index. (It's easy to find the Price Card you want.) Weight for shipment 3 lbs. each.

EXTRA PRICE CARDS

Extra Price Cards or refills for the above Assortment will be furnished from open stock. **No. 6194-IPC** Price Cards (same as furnished with the No. 6194 Assortment), packed 30 of one kind or denomination in glassine envelope. (Specify Prices desired.)

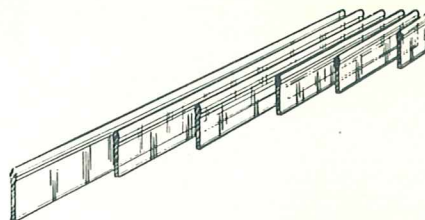


SIGN AND PRICE CARD HOLDERS

A very popular style of Talking Sign Holders. This closed frame type protects and prevents Cards from curling. Made of steel with a flat Steel Base. Frames, electro-welded. Standards securely riveted to base and frames. Silvertone Finish.

Number	Size of Frame	Height of Standard	Size of Base
5065-6	3 1/2 in. x 5 1/2 in.	6 in.	3 in. x 4 in.
5070-6	5 1/2 in. x 7 in.	6 in.	4 in. x 4 in.
5075-10	7 in. x 11 in.	10 in.	5 in. x 6 in.
5080-10	11 in. x 14 in.	10 in.	5 in. x 6 in.

BULB EDGE GLASS



The safest and most economical product yet discovered for dividing the tops of Display Tables into individual Compartments. A clear transparent glass, Top edge bulb or pear shape, as illustrated. We are headquarters for Bulb Edge Glass. Furnished in two widths, $\frac{1}{8}$ in. by 2 in. and 3 in. high. Cut accurately to size, any length, (3 in. to 60 in.) Specify the width, length and quantity desired. Boxing charge \$.60 per box. Minimum sale \$.75 including boxing charge.

2" BULB EDGE GLASS 3" BULB EDGE GLASS

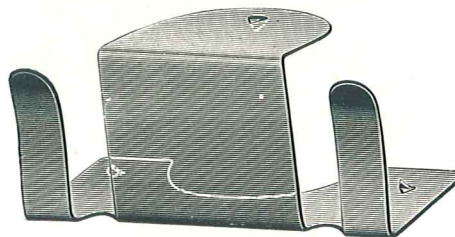
Length	Price Each	Length	Price Each
3 in. to 6 in.03	3 in. to 6 in.03 1/4
6 in. to 8 in.03	6 in. to 8 in.03 1/2
8 in. to 10 in.03 1/4	8 in. to 10 in.04 1/2
10 in. to 12 in.03 1/2	10 in. to 12 in.05 1/4
12 in. to 18 in.05 1/4	12 in. to 18 in.08
18 in. to 24 in.07	18 in. to 24 in.10 1/2
24 in. to 30 in.08 3/4	24 in. to 30 in.13
30 in. to 36 in.10 1/2	30 in. to 36 in.15 3/4
37" to 48", per ft.03 1/2	37" to 48", per ft.05 1/4

CRYSTAL GLASS

3/16 in. Flat Drawn Counter Glass with one long edge polished and other edges seamed. Boxing charge \$.60 per box. Minimum sale \$.75 including boxing charge.

Length	2" wide	3" wide	4" wide	5" wide	6" wide	8" wide
4 in.05	.05	.05	.05		
6 in.05	.05	.06	.06		
8 in.05	.05	.07	.07	.09	.12
10 in.05	.06	.08	.09	.11	.14
12 in.06	.06	.09	.10	.13	.17
14 in.07	.07	.10	.12	.15	.19
16 in.08	.08	.10	.14	.17	.21
18 in.09	.09	.12	.16	.19	.23
20 in.09	.10	.14	.16	.21	.30
22 in.09	.11	.15	.19	.23	.33
24 in.09	.12	.16	.20	.25	.36
26 in.10	.13	.17	.22	.27	.39
28 in.10	.13	.18	.24	.29	.42
30 in.11	.14	.19	.26	.31	.45
32 in.12	.15	.20	.27	.33	.48
34 in.13	.16	.22	.29	.35	.51
36 in.14	.17	.24	.31	.37	.54
38 in.15	.18	.25	.33	.39	.57
40 in.16	.18	.27	.34	.41	.60
48 in.18	.24	.32	.40	.49	.71

SHELF TICKET HOLDER



No. 13362—Bright Tin Shelf Card Holder for face of shelf. Holds price cards furnished in 6194 assortment. Use these to price paints, household goods, etc.

MARKING TACKS

White celluloid flat head marking tacks are ideal for pricing articles on display doors. Points $\frac{3}{8}$ in. long, firmly imbedded in steel heads.

No. 57— $\frac{3}{8}$ in. diameter.
No. 58— $\frac{5}{8}$ in. diameter.